

**THE CLEVELAND MUSEUM OF ART
CLEVELAND 6. OHIO**

TELEPHONE: GARFIELD 1-7340

FOR RELEASE March 30 or after

Sent to: Editors of:

Parma Post

East Cleveland Leader

Bedford Times-Register

Lakewood Post

West Side News

Chagrin Falls Exponent

Six art objects of varied age and background were displayed March 19 through March 29 in the North lobby of The East Ohio Gas Company offices at East Ninth Street and Superior. The display, lent by The Cleveland Museum of Art, was part of a program called "This is Cleveland", sponsored jointly by the Chamber of Commerce and the East Ohio Gas Company, to demonstrate the region's cultural and civic advantages. At the end of each month a different aspect of community life is explored and highlighted.

This month some of the Art Museum's sculpture from Egypt, America, France, Italy and Germany and a porcelain jar from China suggested the cultural role of Cleveland museums.

The gas company's windows displayed a royal portrait of Amenhotep III, 14th century B.C. pharaoh, whose reign began a tranquil Golden Age for Egypt. In modern contrast to this was the sculpture PARENTHETIC DANCE by Cleveland's John Glagus.

Also on view was Degas' sculpture DANCER LOOKING AT THE SOLE OF HER RIGHT FOOT, a bronze interpretation of the quick, nervous movements of a ballet dancer.

Other bronzes included ST. JOHN THE BAPTIST by the great Italian Renaissance sculptor Jacopo Sansovino and the figure SINGING MAN by the 20th century German, Ernst Barlach.

The Museum also lent a large porcelain jar bearing the reign marks of the Ming Dynasty's fifth emperor Chia-ching. It is of a type called Blue-and-White, popular for five centuries.

JAN 17 1963

THE EAST OHIO GAS COMPANY EAST NINTH AT SUPERIOR



CLEVELAND 14, OHIO

January 16, 1963

Dr. Sherman E. Lee, Director
The Cleveland Art Museum
11150 East Boulevard
Cleveland 6, Ohio

Dear Dr. Lee:

This will confirm our discussion of last week regarding the "This Is Cleveland" program to be sponsored jointly by the Cleveland Chamber of Commerce and The East Ohio Gas Company.

The last half of each month we are planning to explore, highlight, and publicize a different facet of community life--with the objective of informing and selling Greater Clevelanders on the cultural and civic merits of the community in which they live.

We had hoped to devote the latter part of February to Cleveland's museums. However, in view of our conversation, and the Art Museum's program during the latter half of February, we will reschedule this for the latter part of March.

We would like to display various art objects in the North Lobby of The East Ohio Gas Company on Monday, March 18. Prominent display space, including front window space, would be allocated this display.

A luncheon would be held in The East Ohio Community Room at 12:00 Noon on March 19 to help publicize the role of the museums in Cleveland's life.

Invited to the luncheon would be representatives of all Cleveland museums, plus representatives of Cleveland news media--radio, television, and newspapers.

Curtis Lee Smith would serve as chairman of the meeting. Harold T. Clark would introduce the representatives of all the museums for very brief, two-minute comments.

Luncheon
Cancelled

Dr. Sherman E. Lee, Director

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January 16, 1963

A press kit containing pertinent remarks made by museum representatives, as well as background information on the museums, will be distributed at the luncheon.

In addition, a brochure will be prepared for inclusion in the press kit as well as for distribution to persons visiting the display during the two weeks of its showing. The brochure, with a foreword by Harold T. Clark, will give a comprehensive background story--prepared by Bud Weidenthal of the Cleveland Press--on all of Greater Cleveland's various museums.

Professional writers on The East Ohio Community Relations staff will, prior to the display as well as during this two-week period, prepare stories on Cleveland's museums for the news media. [In short, during this period--as a public service--we will attempt to publicize to Clevelanders the role of museums in their community.]

The preparation and publication of the brochure--plus intensive publicization of the role of museums--will be the two big pluses in the program for the museums themselves.

This, then, is the program we visualize. We believe it is a worthwhile, important public service. However, we also recognize that the task of selling Cleveland's cultural and civic life to Clevelanders is a continuing one--and we recognize that our contribution will be but a small chapter in the overall story which the museums have been telling and will continue to tell.

Now, as to what specifically can you and the Art Museum do in this program, we would very much like to have a display of art objects such as you have so graciously furnished us in the past. Further, even though it be for only one day, or a part of a day, we would like one specific object which in itself would be newsworthy--such as a recent acquisition or something unusual which would be of general public interest. Something in this category would help us--by furnishing a lead to our stories--to publicize Cleveland's museums generally. However, if the latter is impossible, you may be assured we will be very appreciative of a general display.

In addition, of course, we would very much like to have you attend the March 19 luncheon.

If you have any further questions, I will be very pleased to answer them.

Sincerely yours,

THE EAST OHIO GAS COMPANY



Wade E. Shurtleff, Director
Community Relations Department

WES:bas

cc: H. T. Clark
R. Ruhlman